Informational materials distributed to two or more persons by South African Tourism 2019

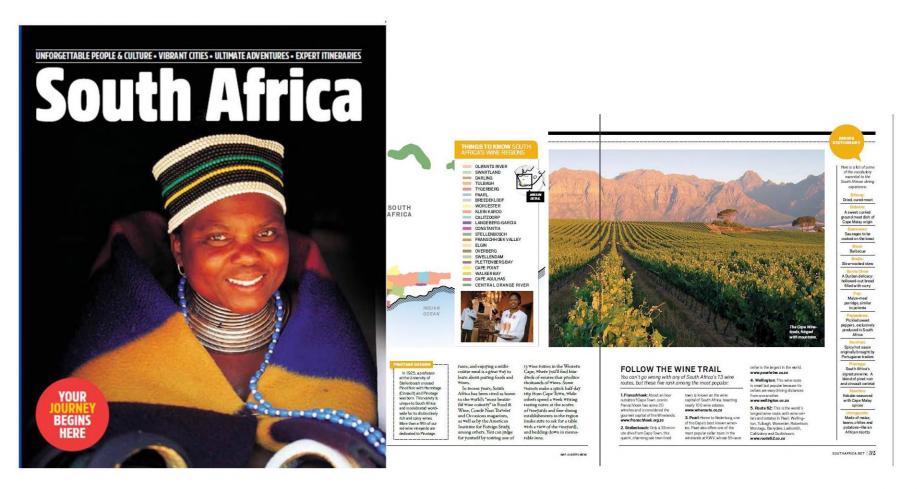




Inspiring new ways

Consumer Brochure 2019

This 62-page magazine style brochure introduce consumers to the multitude of vibrant tourism offerings found in South Africa. Highlighting our 6 user-centric pillars: wildlife safari, active adventure, scenic outdoors, city lifestyle, coastal beach, cultural roots; this is an informative guide to all things South Africa.





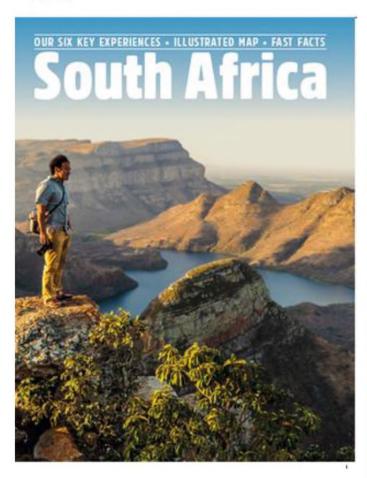
Geographic Map 2019

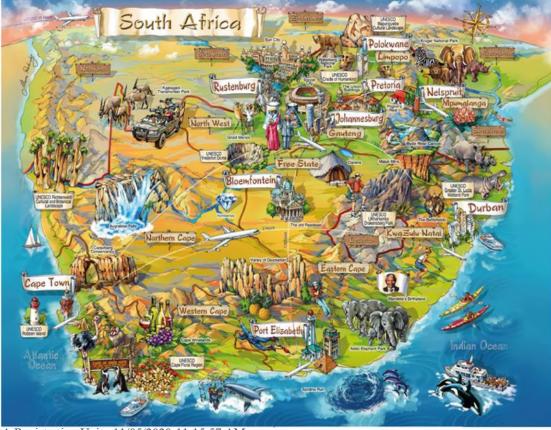
Tipped inside the cover of the consumer brochure, but also available as a standalone piece, this fold out map highlights South Africa's nine provinces and major cities. Includes a distance table, as well as a guide to flying times to SA. The inside spread features FAQs including: visa requirements, time differences, currency, suggested packing lists and more.



Illustrated Experience Map 2019

This map includes an artist's depiction of many of the 'must-see' places and 'can't miss' activities offered throughout South Africa. Also includes suggested activities/ experiences (and locations) for each of our 6 user-centric traveler pillars: wildlife safari, active adventure, scenic outdoors, city lifestyle, coastal beach, cultural roots.

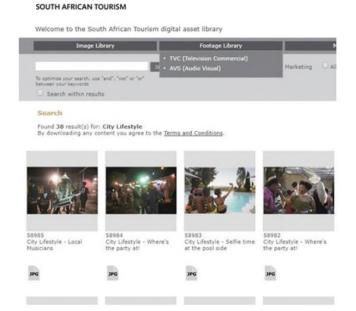


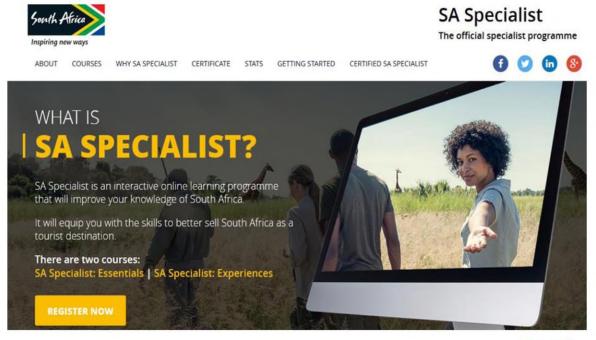


Digital Assets (Images & Videos) + SA Specialist Training Course 2019

The digital asset library provides access to free information, images, and video footage that aids in exciting people about travel to South Africa. http://digitalassets.southafrica.net/

SA Specialist is an interactive online learning program that helps those travel professionals interested in South Africa improve their knowledge of South Africa as a tourist destination. https://saspecialist.southafrica.net/us/en



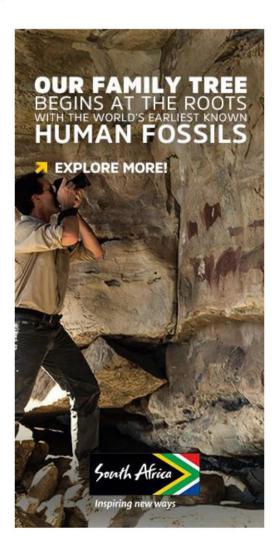




Digital Advertising Units 2019

Digital advertising units on media partner websites direct traffic to our own website https://www.southafrica.net/us/en/travel









Social Media Profiles 2019

Popular social media platforms are utilized to showcase information highlighting South Africa's wide variety of experiences in close proximity including wildlife safaris, active adventure, vibrant cities, and inspiring culture.

FACEBOOK www.facebook.com/visitsouthafrica

TWITTER @southafrica https://twitter.com/SouthAfrica

INSTAGRAM @visitsouthafrica https://www.instagram.com/visitsouthafrica/







